

THE Blue Light

OUTDOOR GUIDE & COUPON BOOK



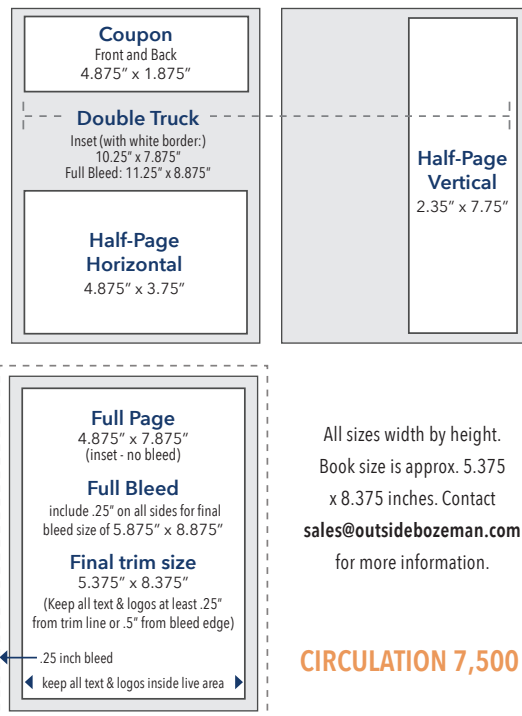
For over a decade, the Blue Light Guide has introduced incoming MSU students to the town of Bozeman and its incredible outdoor opportunities. Nowadays, as non-students arrive in record numbers, Bozeman needs an outdoor guide for all newcomers—and the Blue Light is it. The guide will still be available on the MSU campus, but distribution will expand throughout Bozeman and southwest Montana. Introduce your business to droves of new Bozeman residents with an ad—and coupon, if appropriate—in the Blue Light Outdoor Guide & Coupon Book.

NICHE PRICING

EXPOSURE	PRICE (PER PUBLICATION)
PRINT	
Double-Truck	\$1350
Back Cover	\$1185
Premium	\$1075
Full	\$885
Half	\$525
Coupon	\$275
Half/Coupon Combo	\$700

Blue Light full page and up includes free coupon.

NICHE SPECS



CIRCULATION 7,500

FEATURES

- Outdoor recreation
- Trail etiquette
- Fueling up
- Multi-season cover
- Removable trail map
- Recommended businesses
- Apres outdoors
- Incentivizing coupons

SPACE RESERVATION DEADLINE: Sept 9, 2022 | **AD COPY DEADLINE:** Sept 19, 2022

406-582-8068 • sales@outsidebozeman.com